



In Partnership With:
Peoria County Government & City of Peoria Department of Public Works

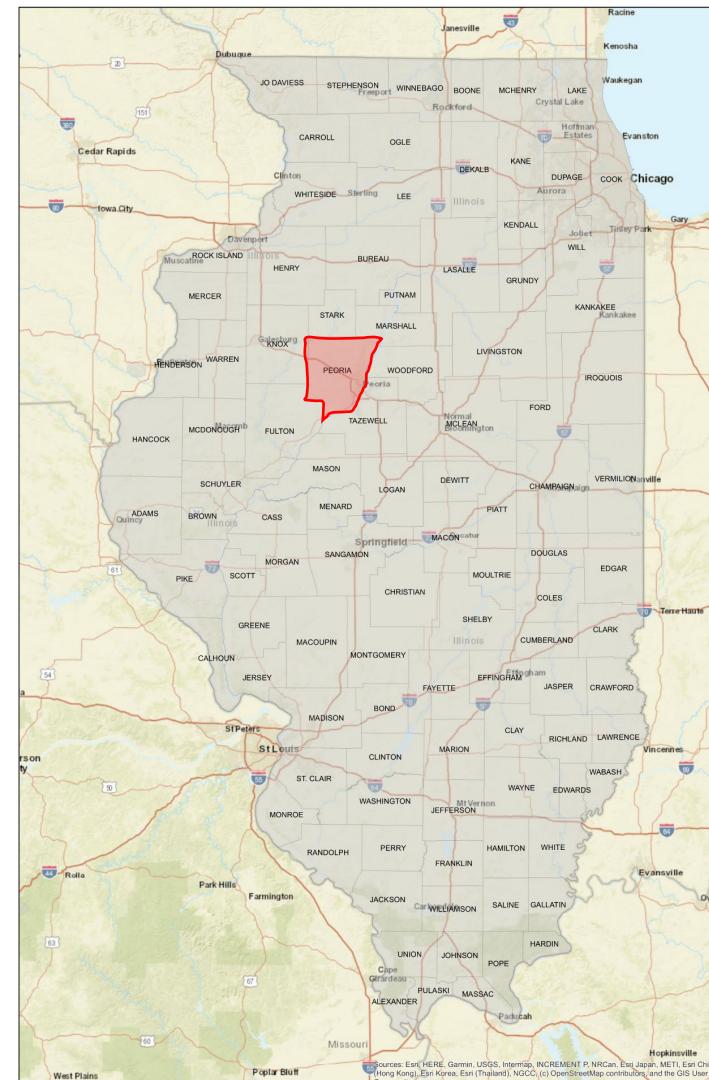
Effective Outreach and Education Tactics

Teaming up to Launch
Recycle Coach in Peoria
County and the City of Peoria



A Little Bit About Peoria County

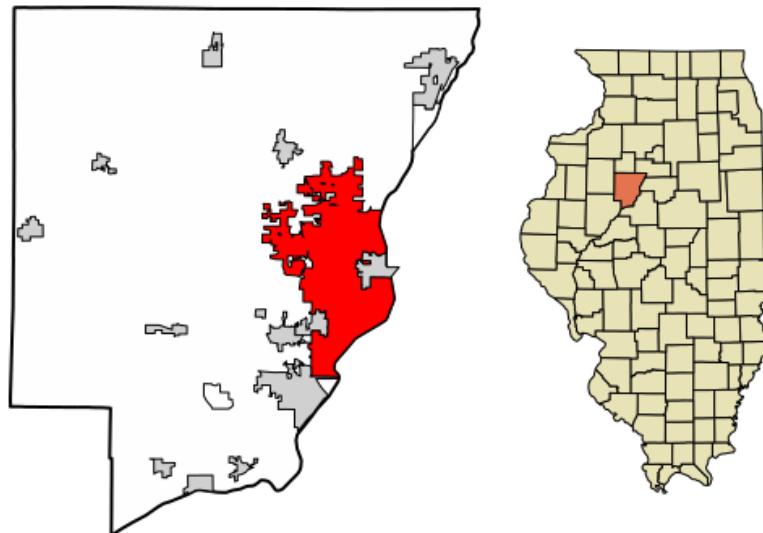
- ◆ General Information
 - Population: **181,830**
 - 4 cities and 10 villages
 - Landfill is jointly owned with City
- ◆ Other Solid Waste and Recycling programmatic notes
 - Municipal contracts
 - Many privatized collection sites
 - County and IEPA sponsored collections



A Little Bit About Peoria, IL

- ◆ General Information

- Population: **113,317**
- Solid Waste and Recycling Residential collection goes to approximately 39,000 residents

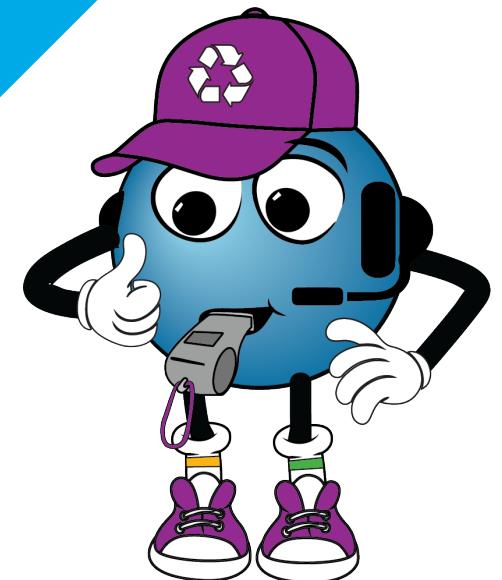


- ◆ Foth and Peoria

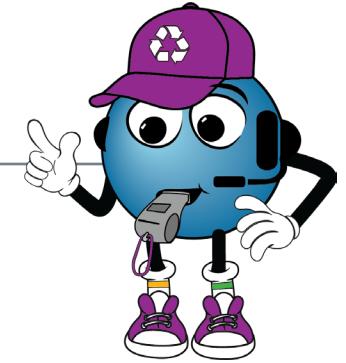
- Foth has assisted the City/County Landfill **since it opened in 1975** – 2nd cell in 1998, part of the planning for 3rd cell
- 2016 – Foth began assisting the Public Works Department with management of recycling, yard waste, and trash related projects, outreach supported by subcontract with MOD
- 2024-2025 – Foth took on full development of outreach and education services, all in-house



Introducing Recycle Coach to Peoria County and City of Peoria



Why Recycle Coach? Why Now?

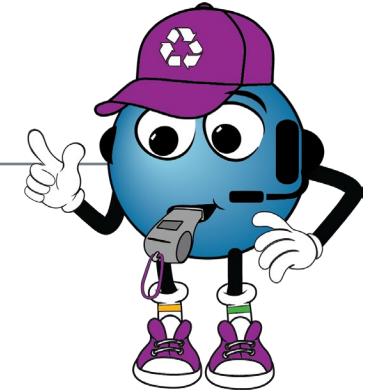


- ◆ County Perspective
 - Considered the program in 2018 following EAC lead
 - Tried many GIS supported maps for recycling guide, but couldn't come close to **15,000 searchable items**
 - Quickly jumped on board when announced at no cost to counties
- ◆ City Perspective
 - Residents' responses to survey indicated **need for more recycling education**
 - **User friendly** platform, easily embedded on website
 - **No cost** thanks to Illinois EPA partnership announcement on January 16, 2025



Recycle Coach Implementation Process

Peoria County Implementation of Recycle Coach



- ◆ Summer 2024 – announcement at IRF conference
- ◆ Summer intern added all the depots and accepted materials
- ◆ Spring of 2025 – intern picked up the launch
- ◆ Worked with City for a Joint Press Release
- ◆ County is uploading for other cities and villages

City of Peoria Implementation of Recycle Coach

- ◆ March 2025 – Foth and City attended Recycle Coach onboarding session
- ◆ April 2025 – received Onboarding Wizard Link from Recycle Coach
 - Met with County to align on details
 - Went live on City's website
- ◆ May 2025 – issued Joint Press Release with County
- ◆ August 2025 – officially debut Recycle Coach on Facebook



Phase 1 - Onboarding Wizard

Contact Information Completed

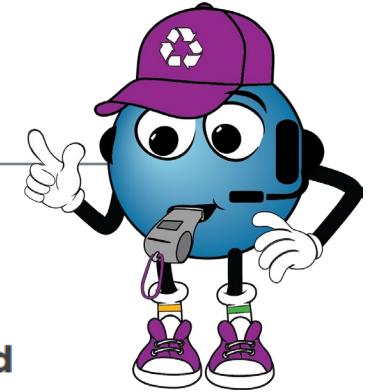
Pick-up Programs Completed

Calendar Completed

Drop-off Programs Completed

Material Allocation Completed

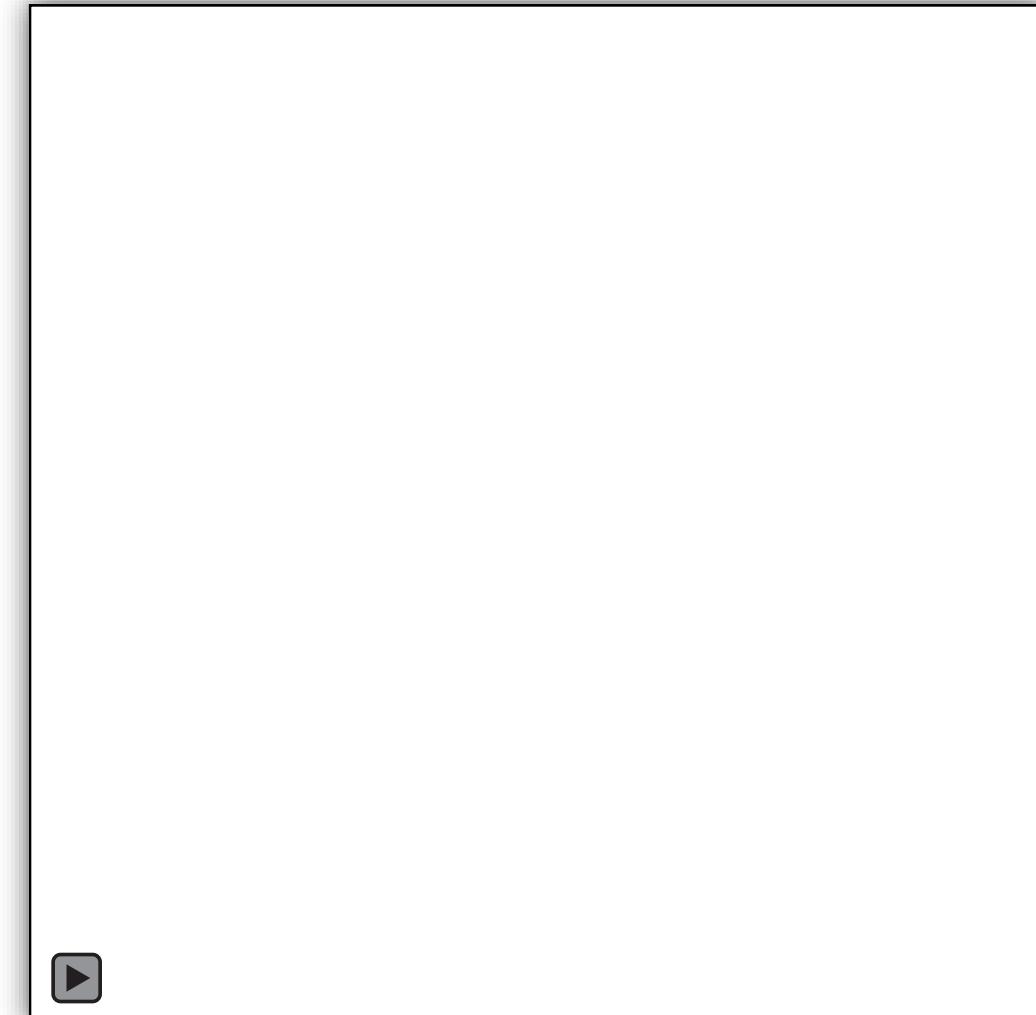
Upload Address Database Completed



Promoting Recycle Coach to Peoria Residents

Launching Recycle Coach in City of Peoria

1. Joint **press release** with County
2. Added widget to **City's website**
3. Created new recycling and solid waste **guide** for City
 - **QR code** to website widget
 - Custom character for Recycle Coach
4. Multiple **Facebook** posts
5. Tabled at local events
 - Public Works Open House
 - Peoria Chiefs Baseball Game



Handouts and Printable Resources

- ◆ **Distributed physical copies** throughout City
- ◆ Added links to City's website pages with printable version
 - Can include link in e-newsletters, emails, social media posts, etc.

Recycling Calendars

[Recycling Calendar A 2025](#)

[Recycling Calendar B 2025](#)

Peoria Picks Up Guide

[Know before you throw -- a guide for all things recycling, yard waste, and trash](#)

I Need A Trash Cart

[Sign up for a Trash Cart](#). Each household is allowed one trash cart.

[HOME](#) | [CITY DEPARTMENTS](#) | [PUBLIC WORKS DEPARTMENT](#) | [YES, PEORIA PICKS UP!](#) | [RECYCLING](#)

Recycling

1. What can and can't I recycle?

The City of Peoria offers single-stream recycling, which means there's no need to sort materials. All acceptable materials can be put directly into your recycling cart. Simply make sure they are empty and rinsed out. [A printable version of the image below, along with the entire Peoria Picks Up Guide, can be found here.](#)



Utilizing Social Media



INTRODUCING
RECYCLE COACH!

Trash and Recycling Information Report a Problem English

My Schedule What Goes Where Discovery Zone

Search for Recycling and Disposal Information

What goes where? (e.g., Styrofoam) Search

recycle coach We've been taught to recycle. Now it's time to learn to recycle correctly. Download the [Recycle Coach](#) app.

SCAN ME

Material List User Agreement Privacy Policy

ASK THE COACH!

CITY OF PEORIA

Available at [PeoriaPicksUp.com](#)



- ◆ Debut on Peoria Public Works Facebook page
- ◆ **Boosted** Recycle Coach animated Facebook post

Continuing to Spread the Word

- ◆ Connect at the **County and Municipal** level
 - Connect with other City Departments
 - Anyone who interacts with residents can distribute information
 - Connect with other community organizations
- ◆ Include promotions in **existing County/City distributions**
 - Quarterly newsletters
 - Property tax bills

Internal Use Only

Yes, Peoria Picks Up!

Recycling, Yard Waste, Bulky Waste, & Trash

**City of Peoria Public Works Department
Collection Program FAQ &
Reference Guide**

Browse the contents of this guide or do a search for keywords for the needed answers to the most commonly asked questions related to the City of Peoria's Recycling, Yard Waste, Bulky Waste, and Trash collection programs.

If certain questions are recurring and are not included in the FAQ, email the details to Andrea Klopfenstein at aklopfenstein@peoriagov.org or the City's solid waste & recycling consultant, Foth, at angie.lemar@foth.com.



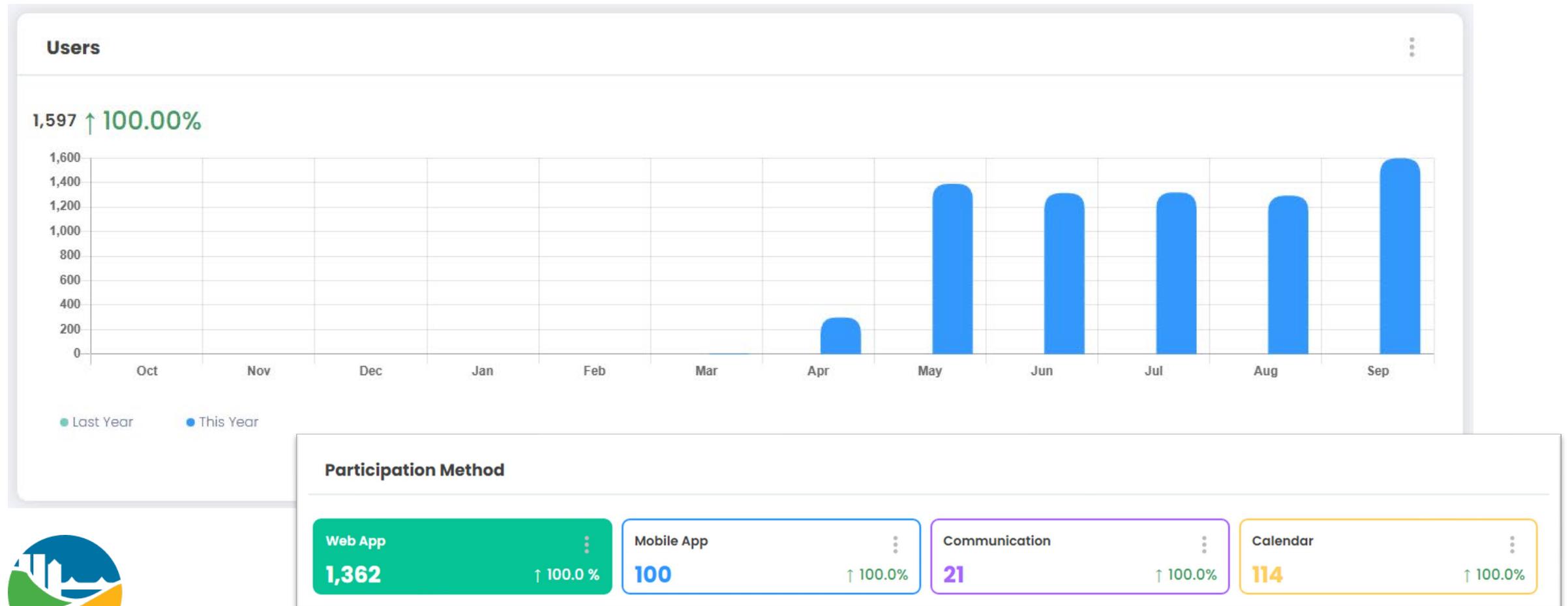
Welcome **RECYCLE COACH!**
Our newest addition to recycling and solid waste education!!

Recycle Coach Results

Peoria County YTD Results



City of Peoria YTD Results



Questions & Answers

